

Claims

1 A method for interacting with a customer interaction center over a computer network, comprising the steps of:

5 automatically calculating a customer value based on historical customer interaction information;

determining whether said customer value exceeds a predetermined threshold; and

presenting said customer with a partial list of interaction options, provided said customer value is less than said predetermined threshold and receiving a selected interaction option from the customer, wherein said selected interaction option is listed on said partial list, otherwise;

presenting said customer with a complete list of interaction options and receiving a selected interaction option from the customer.

2. The method of claim 1, further including the step of conducting the interaction in accordance with the selected option.

3. The method of claim 2, further comprising the steps of:
determining a channel through which the interaction will be conducted; and
establishing a connection between the customer and the customer interaction center along said channel.

4. The method of claim 2, further comprising the steps of:
retrieving a contact history that corresponds to said customer from a contact history database;

presenting the contact history to a CSR; and

interacting with the customer in accordance with the contact history, wherein said contact history is comprised of information related to previous interactions with the customer.

5. The method of claim 4, wherein the step of interacting with the customer, is further comprised of the following steps:

observing at least one customer response to a specific question;

creating a customer profile based on said at least one customer response;

recording said at least one customer response in a customer interaction database record;

repeating the observing, creating and recording steps until the completion of the interaction; and

copying said customer interaction database record to said contact history database.

6. The method of claim 4, wherein the step of interacting with the customer is further comprised of the following steps:

receiving a request from a client computing device;

determining whether said request originates from a first client computing device comprised of a first processor or from a second client computing device comprised of a second

processor, wherein said first client computing device is comprised of a slower central processing unit and a lower resolution display than said second client computing device; and

responding to said request in a format compatible with said first client computing device, provided said request originated from said first client computing device, otherwise;

5 responding to said request in a format compatible with said second client computing device.

7. The method of claim 1, wherein the step of automatically calculating a customer value based on historical customer interaction information, further comprises the following steps:

processing a customer request to purchase an item or service;

retrieving historical customer interaction data associated with said customer from a customer value database;

computing a customer value based on said customer request and the historical customer interaction data; and

updating said customer value database.

8. A method for interacting with a customer interaction center over a computer network, comprising the steps of:

20 transmitting a request to interact with a CSR over a computer network to a customer interaction center;

receiving said request by said customer interaction center;

automatically calculating a customer value based on historical customer interaction information;

determining whether said customer value exceeds a predetermined threshold; and

presenting said customer with a partial list of interaction options, provided said customer value is less than said predetermined threshold and receiving a selected option from the customer, wherein said selected option is listed on said partial list, otherwise;

presenting said customer with a complete list of interaction options and receiving a selected option from the customer.

9. The method of claim 8, wherein said step of transmitting a request is further comprised of the step of transmitting a request over a wireless medium to a customer interaction center.

10. The method of claim 8, wherein said step of receiving said request is further comprised of the following steps:

receiving a request from a client computing device to access a customer interaction center;

determining whether said request originates from a first client computing device comprised of a first processor or from a second client computing device comprised of a second processor, wherein said first client computing device is comprised of a slower central processing unit and a lower resolution display than said second client computing device; and

responding to said request in a format compatible with said first client computing device, provided said request originated from said first client computing device, otherwise;

responding to said request in a format compatible with said second client computing device.

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11. A computer-readable medium containing instructions for interacting with a customer interaction center over a computer network, comprising the steps of:

automatically calculating a customer value based on historical customer interaction information;

determining whether said customer value exceeds a predetermined threshold; and

presenting said customer with a partial list of interaction options, provided said customer value is less than said predetermined threshold and receiving a selected interaction option from the customer, wherein said selected interaction option is listed on said partial list, otherwise;

presenting said customer with a complete list of interaction options and receiving a selected interaction option from the customer.

12. The computer-readable medium of claim 11, wherein the method further includes the step of conducting the interaction in accordance with the selected option.

13. The computer-readable medium of claim 12, wherein the method further comprises the steps of:

determining a channel through which the interaction will be conducted; and
establishing a connection between the customer and the customer interaction
center along said channel.

5 14. The computer-readable medium of claim 12, wherein the method further
comprises the steps of:
retrieving a contact history that corresponds to said customer from a contact
history database;
presenting the contact history to a CSR; and
10 interacting with the customer in accordance with the contact history, wherein said
contact history is comprised of information related to previous interactions with the customer.

15 15. The computer-readable medium of claim 14, wherein the step of
interacting with the customer, is further comprised of the following steps:
observing at least one customer response to a specific question;
creating a customer profile based on said at least one customer response;
recording said at least one customer response in a customer interaction database
record;
repeating the observing, creating and recording steps until the completion of the
20 interaction; and
copying said customer interaction database record to said contact history database.

16. The computer-readable medium of claim 14, wherein the step of interacting with the customer is further comprised of the following steps:

receiving a request from a client computing device;

determining whether said request originates from a first client computing device comprised of a first processor or from a second client computing device comprised of a second processor, wherein said first client computing device is comprised of a slower central processing unit and a lower resolution display than said second client computing device; and

responding to said request in a format compatible with said first client computing device, provided said request originated from said first client computing device, otherwise;

responding to said request in a format compatible with said second client computing device.

17. The computer-readable medium of claim 11, wherein the step of automatically calculating a customer value based on historical customer interaction information, further comprises the following steps:

processing a customer request to purchase an item or service;

retrieving historical customer interaction data associated with said customer from a customer value database;

computing a customer value based on said customer request and the historical customer interaction data; and

updating said customer value database.

18. A computer-readable medium containing instructions for interacting with a customer interaction center over a computer network, comprising the steps of:

transmitting a request to interact with a CSR over a computer network to a customer interaction center;

5 receiving said request by said customer interaction center;

automatically calculating a customer value based on historical customer interaction information;

determining whether said customer value exceeds a predetermined threshold; and

presenting said customer with a partial list of interaction options, provided said customer value is less than said predetermined threshold and receiving a selected option from the customer, wherein said selected option is listed on said partial list, otherwise;

presenting said customer with a complete list of interaction options and receiving a selected option from the customer.

19. The computer-readable medium of claim 18, wherein said step of transmitting a request is further comprised of the step of transmitting a request over a wireless medium to a customer interaction center.

20. The computer-readable medium of claim 18, wherein said step of receiving said request is further comprised of the following steps:

receiving a request from a client computing device to access a customer interaction center;

determining whether said request originates from a first client computing device comprised of a first processor or from a second client computing device comprised of a second processor, wherein said first client computing device is comprised of a slower central processing unit and a lower resolution display than said second client computing device; and

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responding to said request in a format compatible with said first client computing device, provided said request originated from said first client computing device, otherwise;

responding to said request in a format compatible with said second client computing device.